#SUSTAINABILITY

HACKATHON

MAY 27TH – 29TH

VIENNA, AUSTRIA

powered by

greiner
PACKAGING

LEAD
Innovation Management

**from challenge to
prototype in 48h**

MAKE YOUR COMPANY MORE SUSTAINABLE

We believe in a better world through innovation.
Innovation can be actively shaped.

ABOUT

Greiner Packaging is one of Europe's leading packaging manufacturers in the food and non-food sector. Its efficient network with more than 30 locations in 19 different countries around the world makes it an active global player. True to its motto, "from concept to the finished product", the packaging manufacturer Greiner Packaging supports its customers throughout the entire product development process. The company is known for its great skill in providing development, design, production, and decoration solutions.

4,864
EMPLOYEES

34
SITES

19
COUNTRIES

WHY

Why Greiner Packaging joins the Hackathon? Greiner Packaging is clearly focusing on sustainability and is therefore eager to support the implementation of a global circular economy. The company's vision is to design and form sustainable plastic solutions for a more livable future worldwide. Greiner Packaging signed the "New Plastics Economy Global Commitment" of the Ellen MacArthur Foundation and committed itself to make 100% of their plastic packaging 100% recyclable, reusable, or compostable by 2025. Therefore, they set an ambitious recycled material goal which is as well to be achieved by 2025.

Greiner Packaging is aware that cooperation is vital to achieve the goal of a circular economy in the future. That is why Greiner Packaging calls this sustainable Hackathon to make an important step and to make a difference together with partners along the value chain. Let's do the innovation, together!

WHAT IS SUSTAINABILITY?

Sustainability means to operate one's core business in a socially and ecologically responsible and economically successful manner. Products and services should contribute to a sustainable development that secures the basis of life for future generations and ensures greater social justice.

adidas

Adidas has developed a shoe that is characterised by absolute sustainability. The Loop is Adidas' recyclable shoe, developed by Futurecraft, the state-of-the-art Adidas think tank. This sneaker is made entirely from a highly versatile and reusable thermoplastic polyurethane that can be used to make any number of materials, from yarn to mold. The material also allows easy removal of glue, which contributes to improved recycling practices. These shoes are produced by the Adidas Speedfactory, its fully automated facility, which has already helped to significantly reduce production time and waste.

Mars®

Shared infrastructures: Due to increasing costs for the installation and maintenance of infrastructures (transport, traffic, telecommunications), shared use offers potential for cost reductions. Examples of this can be found in transport infrastructure and distribution warehouses, for example at the confectionery manufacturer Mars, which transports goods from its competitors in its own trucks, thereby saving 25% in logistics costs.

SpaceX

To date, Elon Musk's US space company SpaceX is the only company in the world that successfully uses reusable thrust rockets that return to earth after launch, thus reducing launch costs. The low launch costs of the recycled rockets are a competitive advantage for SpaceX. The launch of the Falcon Heavy costs approximately $150 million per mission. The Falcon Heavy is thus much cheaper than the second most powerful launch vehicle available, the Delta IV Heavy from United Launch Alliance, which costs around 400 million US dollars per launch.

WHY SUSTAINABILITY?

Sustainability is becoming increasingly important for all companies and industries. 62% of managers consider a sustainability strategy necessary to be competitive today. Public and consumer demand for sustainable products and services is higher than ever before.

More than **2/3** of German consumers stated that the aspect of sustainability influenced their purchasing decision.

69%
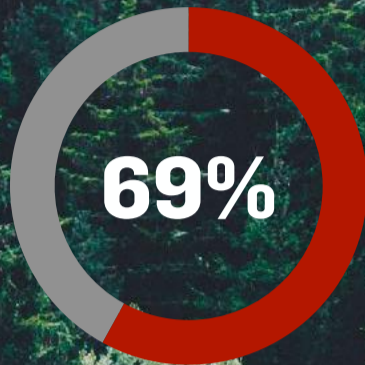
95 % of consumers demand a reduction. **92 %** of those questioned even want to abandon plastic as far as possible.

The demand for environmentally friendly products is growing in the areas of **packaging**, **textiles, flavors and fragrances, food ingredients, automotive, toys**.

Investors have recognized the impact that sustainability has on profit development. Top-performing companies achieve company valuations that are **3 to 19% higher** than the average.

80% of the interviewed CEOs believe that they strategically manage sustainability to build competitive advantage.

The term "sustainability" currently generates about **47 million hits** on Google, in 2018 it was still 16.7 million hits.

July 29, 2019

Earth Overshoot Day: The day on which the world's population has used up the resources available for 2019 for the rest of the year, the world population lived at the expense of future generations.

The word Hackathon is a combination of the words "Hack" and "Marathon". Hacking stands for experimental and creative problem solving. Marathon stands for the duration of the event.
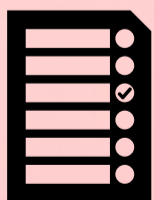
3 companies with the same challenge

Inclusion of up to 30 LEAD Users, experts, start-ups in the topic area

48h time

2 prototypes per company

PR effect and retaining young talents in the company

ADVANTAGES OF A HACKATHON

Many out-of-the-box ideas and first prototypes for the company in a short period of time

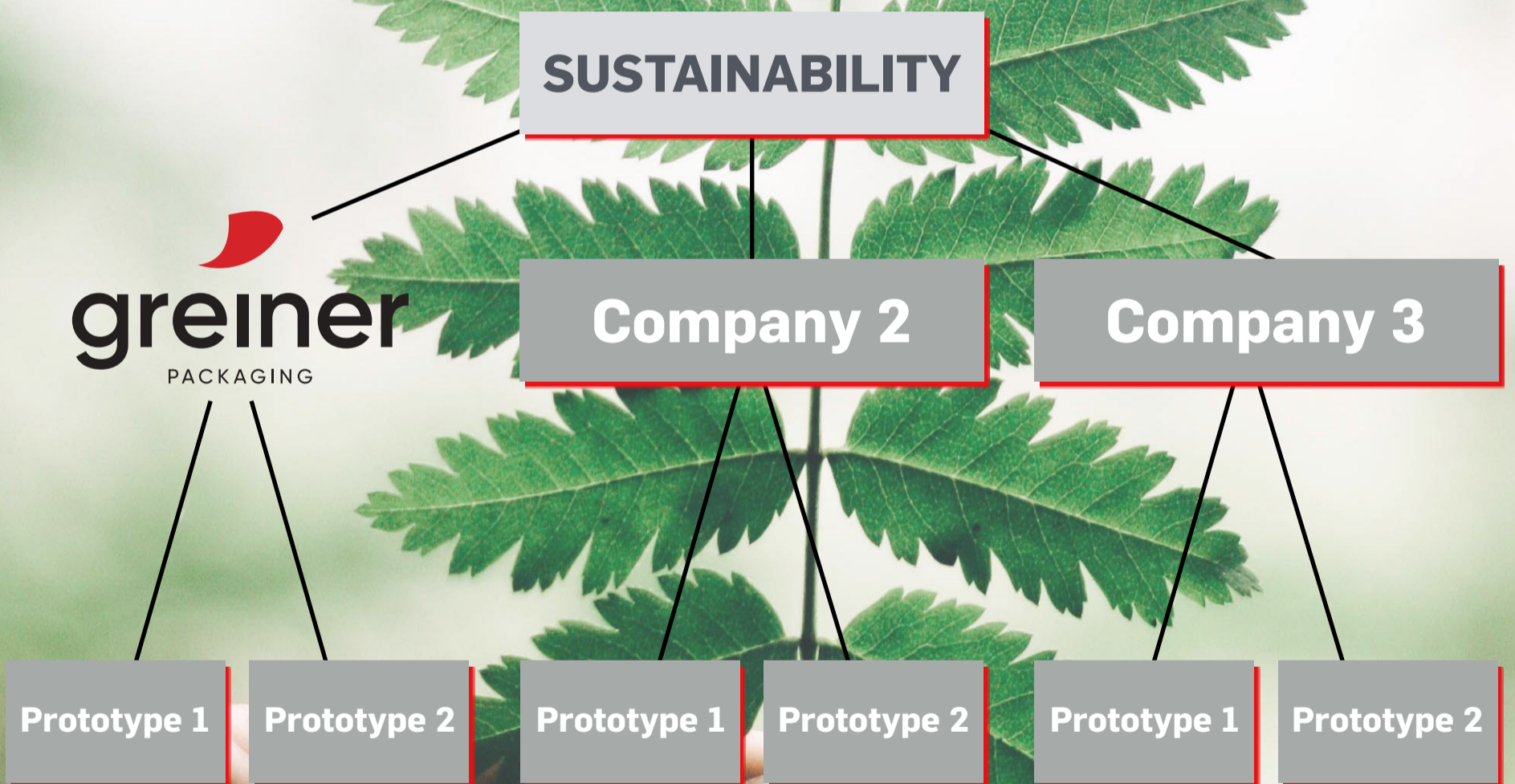Motivation of employees to come up with creative ideas

Knowledge transfer from external parties to the company

Hackathon Structure

3 companies from different industries are applying with a challenge relating to the trend topic "sustainability".

Each company, which also includes **YOURS**, will receive a team of 8 LEAD users, experts and start-ups, who will develop two solutions including prototypes within 48h.

SUSTAINABILITY

greiner PACKAGING

Company 2

Company 3

Prototype 1

Prototype 2

Prototype 1

Prototype 2

Prototype 1

Prototype 2

Hackathon Procedure

Day 1

1. Introduction & Task
At the start of the Hackathon, the company introduces itself and the participants get an introduction to the subject area and the problem area. The previously defined groups then immediately start with the working phase.

2. Identification of problems and needs
Together in the team the search field of the company and the biggest known problems and needs are discussed. Especially LEAD users have a central role as affected users in this area.

3. Get into working
A common level of knowledge on the subject, problems and needs was established. After a short lunch, the teams start the idea generation and prototyping phase.

4. Intermediate results & feedback
In the course of the afternoon at around 16:30 there will be the opportunity to present the interim results and to obtain feedback from other teams and the company.

5. Hackathon night
After an interim presentation and feedback from the others, the teams work open-ended on their ideas and prototypes. LEAD Innovation continuously supports the teams with consulting and methods should they reach a dead end.

Day 2

1. Prototyping
Day 2 starts with further work on the ideas. Teams that don't have any prototypes yet will start by now. In the course of a Hackathon, prototypes are continuously built and discarded.

2. Development of the business model
Depending on the search field, the teams create a business model that fits their idea and is part of the final presentation.

3. Perfecting
On both days, the teams can continuously receive feedback from innovation experts and people from the companies in order to further improve their ideas and prototypes.

4. Pitching
In the afternoon of the second day, the teams present their final ideas and prototypes including a matching business model.

5. Closing
The day ends with an open networking between all participants to celebrate the successes together.

5 Steps to be part of the Hackathon

1 Get in touch with LEAD to discuss your individual challenge

2 Join the alliance

3 Define your challenge

4 Receive your solution

5 Show it to your customers and the world

Why LEAD Innovation?

>310

Innovation Projects
Since its foundation, the LEAD Innovation team has successfully carried out more than 310 innovation projects with innovation partners from a wide variety of industries.

95%

Patent Rate
After more than 310 projects we can look back on a history full of patents. In 95% of innovation projects in the field of product innovation, concepts are developed which are applied for patents.

>19.000

Network of inventors and experts
With more than 19,000 experts, companies, start-ups, universities and LEAD Users in the LEAD inventor network, open challenges are constantly being solved by integrating this strong community.

Get more information about the Hackathon in Vienna on May 27th-29th, 2020 now!

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